Prince Edward Island
TOURISM INDICATORS

Tourism Indicators

December 2014

% Change 2013/2014 ~ = Not open / operating N/A = Not available ** = Data not comparable	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Traffic													
Bridge	2.3%	-9.0%	11.3%	0.9%	11.4%	9.2%	0.6%	1.2%	2.9%	-3.5%	2.6%	-2.5%	14.0%
Air	7.3%	0.3%	5.3%	-4.6%	3.1%	3.5%	11.1%	12.0%	13.3%	4.5%	12.7%	2.1%	7.4%
Ferry	-3.3%	~	~	~	~	-2.5%	4.0%	-4.9%	-4.6%	-12.1%	-1.8%	4.5%	63.3%
Cruise Ships	-8.5%	~	~	~	~	-6.4%	-16.6%	6.3%	-13.7%	-4.9%	-25.4%	**	~
Motorcoach	-0.3%	**	**	-60.0%	**	-42.8%	21.6%	-4.1%	-6.2%	7.2%	-14.3%	-53.7%	-70.0%
Visitor Inquiries (English)													
Tourism PEI Website	-2.6%	31.2%	31.8%	51.4%	5.9%	-0.3%	-12.7%	-13.2%	-10.4%	-13.5%	-5.0%	-13.1%	-27.8%
Call Centre	3.9%	5.8%	19.6%	18.4%	-0.7%	11.8%	-2.3%	4.9%	2.9%	-9.9%	-18.7%	-39.3%	90.4%
Mail Out Kits	-3.7%	-3.6%	-0.6%	19.0%	-5.2%	12.7%	1.9%	-22.8%	-20.5%	-22.1%	-3.4%	-13.2%	-34.9%
Visitor Inquiries (French)													
Tourism PEI Website	7.6%	47.9%	42.2%	72.2%	55.2%	-21.0%	-31.2%	4.5%	-2.2%	2.0%	18.0%	65.9%	20.2%
Call Centre	-1.5%	-2.6%	36.6%	31.4%	26.8%	1.9%	-21.5%	1.3%	-25.2%	-18.6%	-25.0%	5.0%	50.0%
Mail Out Kits	0.6%	14.9%	10.1%	2.4%	-28.5%	10.5%	-3.7%	17.4%	-4.9%	43.2%	21.7%	10.2%	23.8%
Visitor Information Centres													
Airport	-44.5%	~	~	~	~	~	-38.0%	-55.1%	-44.9%	-25.4%	~	~	~
Charlottetown	27.5%	~	~	~	~	11.0%	26.3%	43.4%	30.7%	7.9%	23.0%	~	~
Borden-Carleton	-8.4%	-7.2%	7.9%	-24.0%	-33.7%	9.2%	-11.5%	-11.7%	-9.3%	2.7%	-4.9%	11.2%	31.4%
Wood Islands	-5.1%	~	~	~	~	-19.9%	-20.1%	-14.9%	-3.6%	14.7%	49.0%	~	~
Cavendish	9.8%	-40.0%	-11.5%	-56.1%	-14.5%	-4.8%	21.7%	10.6%	5.9%	19.0%	-15.0%	-50.8%	0.0%
St. Peters	5.7%	~	~	~	~	61.7%	5.5%	2.3%	4.9%	10.6%	-8.4%	~	~
Summerside	-5.2%	~	~	~	~	**	-6.0%	-1.0%	-17.2%	-16.0%	-17.4%	3.7%	7.1%
Souris	23.8%	~	~	~	~	~	18.3%	28.6%	33.8%	-1.2%	~	~	~
West Prince	-1.6%	~	~	~	~	~	-32.5%	-16.1%	-16.7%	117.2%	~	~	~
Total Parties Counselled	2.0%	-12.8%	14.3%	-20.2%	-19.4%	12.1%	1.3%	0.6%	0.3%	6.8%	6.6%	26.6%	26.6%
Golf PEI													
Non-Member Rounds	-2.3%	~	~	~	-79.9%	-15.4%	-7.9%	-4.4%	-1.4%	10.0%	20.2%	~	~
National Parks													
PEI National Park	-1.2%	1.4%	2.5%	-17.9%	2.7%	-2.9%	6.5%	-0.2%	-7.2%	6.1%	N/A	N/A	N/A
Province House	51.2%	-78.5%	-100.0%	-97.6%	-25.6%	-12.9%	43.7%	46.0%	50.0%	106.4%	88.1%	173.2%	-37.4%
Green Gables	9.1%	~	~	~	-50.9%	66.4%	10.9%	9.1%	4.8%	7.4%	3.0%	~	~
Campgrounds	7.3%	~	~	~	~	~	21.6%	8.3%	0.8%	96.2%	~	~	~
Provincial Parks													
Parks West	-3.5%	~	~	~	~	-30.2%	2.4%	-0.3%	-7.6%	-5.0%	~	~	~
Parks East (*)	0.4%	~	~	~	~	0.0%	13.2%	-1.8%	-0.1%	1.7%	~	~	~
Total (*)	-1.8%	~	~	~	~	-8.9%	6.8%	-0.9%	-4.2%	-1.6%	~	~	~
Historic Sites													
Orwell	12.7%	33.8%	21.9%	27.4%	-4.7%	77.6%	4.8%	20.0%	-14.8%	11.4%	408.1%	-44.2%	-100.0%
Beaconsfield	-14.6%	-19.7%	-42.1%	-7.6%	-77.7%	-14.7%	24.7%	-22.8%	-18.8%	15.8%	-7.5%	-28.8%	-27.7%
Eptek	-35.6%	-11.8%	39.9%	-9.2%	-51.8%	-46.4%	-45.4%	-40.0%	-48.7%	-43.5%	-34.2%	31.9%	9.1%
Acadian Museum	9.5%	11.5%	-20.7%	-10.5%	226.4%	-19.7%	6.8%	-7.6%	26.2%	-12.7%	18.3%	319.8%	-55.2%
Elmira	-26.0%	~	~	~	~	-12.5%	33.7%	-29.3%	-34.6%	-6.8%	~	~	~
Basin Head	-12.5%	~	~	~	~	-20.2%	-16.3%	-19.7%	-13.2%	41.6%	~	~	~
Green Park	4.0%	~	~	~	~	133.3%	3.2%	-11.5%	15.3%	-32.2%	~	~	~
Total Visitors	-14.1%	-7.8%	3.4%	-4.0%	-44.0%	-10.5%	-5.1%	-19.4%	-19.2%	-0.5%	9.1%	10.6%	-25.8%

Release Date: Monday, January 26, 2015

(*) Parks East/Total - Statistics adjusted - Lord Selkirk is not a Provincial Park in 2014 but was in 2013. This park was removed from the 2013 stats.

Prince Edward Island
TOURISM INDICATORS

Occupancy - Fixed Roof

December 2014

% Change 2013/2014		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Fixed Roof Accommodation	**YTD**	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		112	114	113	128	432	942	1,052	1,059	980	471	142	118
% Change		1.8%	0.9%	0.0%	0.0%	0.0%	1.2%	2.9%	2.5%	5.2%	-1.5%	6.0%	4.4%
Total Room-nights Available	**1,367,265**	73,176	66,990	74,865	74,421	118,179	170,008	188,981	187,726	158,702	108,846	72,442	72,929
% Change	**1.7%**	2.9%	3.7%	3.8%	4.1%	-2.7%	0.2%	1.5%	1.0%	-0.3%	3.6%	6.6%	4.4%
Total Room-nights Sold (RNS)	**575,871**	15,350	19,567	17,697	20,658	36,062	64,452	123,486	138,580	68,722	35,344	21,461	14,492
% Change	**4.7%**	-5.9%	6.1%	4.9%	15.0%	8.3%	6.5%	3.9%	2.9%	2.8%	6.1%	10.8%	8.2%
Occupancy Rate	**42.1%**	21.0%	29.2%	23.6%	27.8%	30.5%	37.9%	65.3%	73.8%	43.3%	32.5%	29.6%	19.9%
% Point Change	**1.2%**	-2.0%	0.7%	0.2%	2.6%	3.1%	2.2%	1.5%	1.4%	1.3%	0.8%	1.1%	0.7%
BY REGION													
North Cape Coastal Drive													
Occupancy Rate	**36.1%**	26.5%	30.0%	28.3%	28.3%	31.9%	34.0%	51.3%	62.3%	37.5%	30.5%	32.1%	22.5%
% Point Change	**0.3%**	-2.0%	-3.2%	1.1%	5.2%	0.5%	1.5%	0.1%	2.4%	-2.1%	-1.2%	0.2%	-0.1%
Room-nights Sold (RNS)	**96,213**	5,215	5,656	5,922	5,726	7,619	8,840	14,526	17,626	8,990	6,954	5,414	3,725
% Change	**-1.9%**	-11.2%	-9.3%	1.7%	19.2%	0.6%	1.3%	-0.6%	2.4%	-12.6%	-5.2%	-1.7%	-7.9%
Green Gables Shore													
Occupancy Rate	**43.3%**	1.9%	11.2%	1.7%	2.6%	11.1%	27.0%	69.7%	76.5%	30.3%	15.0%	3.5%	3.1%
% Point Change	**1.7%**	-0.3%	7.9%	-0.1%	0.5%	1.0%	-0.9%	4.8%	1.8%	0.2%	-0.8%	-3.4%	-0.3%
Room-nights Sold (RNS)	**128,019**	66	351	57	94	2,540	14,858	43,442	47,772	15,569	3,005	141	124
% Change	**4.4%**	-10.8%	247.5%	-5.0%	6.8%	-7.2%	-1.1%	9.2%	3.9%	0.4%	5.1%	-45.3%	-3.1%
Red Sands													
Occupancy Rate	**29.1%**	13.0%	19.1%	6.7%	6.1%	7.9%	20.9%	54.8%	61.7%	16.7%	4.1%	1.5%	0.4%
% Point Change	**-2.6%**	-1.5%	2.1%	-6.5%	-5.2%	-0.2%	2.5%	-4.3%	-2.8%	-3.9%	-2.7%	-9.2%	-11.5%
Room-nights Sold (RNS)	**15,217**	190	235	95	100	311	1,582	5,260	5,931	1,317	159	27	10
% Change	**-9.6%**	-12.4%	3.1%	-52.0%	-44.8%	-19.8%	6.4%	-6.0%	-6.2%	-18.2%	-45.5%	-84.0%	-93.4%
Charlottetown													
Occupancy Rate	**46.2%**	20.8%	31.6%	24.0%	30.7%	41.0%	56.6%	74.2%	82.9%	66.9%	45.7%	32.5%	21.7%
% Point Change	**1.8%**	-2.0%	2.3%	0.6%	1.5%	2.2%	6.3%	-0.2%	2.1%	4.2%	3.3%	3.1%	2.1%
Room-nights Sold (RNS)	**283,045**	9,600	12,997	11,050	14,125	23,696	33,123	45,750	49,719	34,818	22,996	15,009	10,162
% Change	**8.7%**	-2.5%	12.9%	8.4%	14.0%	15.3%	13.1%	2.7%	4.3%	9.1%	10.2%	17.6%	15.5%
Points East													
Occupancy Rate	**38.0%**	11.4%	12.1%	18.7%	20.2%	19.5%	26.5%	53.6%	63.8%	34.3%	18.9%	24.5%	14.9%
% Point Change	**-0.4%**	-1.1%	-5.2%	-7.0%	0.3%	3.1%	0.1%	0.4%	-1.2%	1.5%	-0.1%	-9.8%	-0.2%
Room-nights Sold (RNS)	**53,377**	279	328	573	613	1,896	6,049	14,508	17,532	8,028	2,230	870	471
% Change	**2.4%**	-8.8%	-11.1%	-5.1%	23.3%	-7.9%	1.1%	0.8%	0.4%	6.6%	13.6%	28.5%	76.4%
BY TYPE													
Hotels/Motels/Resorts													
Occupancy Rate	**42.9%**	22.8%	31.1%	25.2%	29.7%	37.0%	46.3%	65.3%	75.8%	54.2%	38.9%	32.3%	21.5%
% Point Change	**1.2%**	-2.1%	0.3%	0.0%	2.4%	2.9%	3.7%	0.4%	1.5%	4.1%	0.3%	1.5%	1.1%
Room-nights Sold (RNS)	**388,794**	14,607	18,264	16,361	19,000	30,045	43,707	65,391	74,663	45,503	27,968	19,854	13,431
% Change	**5.9%**	-4.2%	7.1%	6.1%	15.8%	10.6%	10.8%	2.8%	3.5%	5.8%	1.3%	11.5%	9.5%
Inns													
Occupancy Rate	**52.3%**	17.1%	64.2%	39.5%	43.8%	32.1%	43.7%	67.8%	79.2%	57.0%	44.6%	36.4%	25.1%
% Point Change	**-1.2%**	-17.1%	23.5%	4.4%	2.7%	1.0%	-3.9%	-5.3%	-5.1%	-1.8%	6.3%	-2.2%	3.9%
Room-nights Sold (RNS)	**25,293**	307	683	760	814	1,184	3,116	5,098	6,087	4,019	1,878	786	561
% Change	**-1.9%**	-53.2%	-3.3%	12.6%	6.7%	-17.2%	-5.6%	-5.6%	-2.5%	0.4%	24.4%	9.5%	46.9%
Cabins/Cottages													
Occupancy Rate	**42.2%**	10.5%	10.5%	10.4%	10.2%	11.7%	23.6%	67.4%	72.7%	24.2%	14.3%	12.4%	7.6%
% Point Change	**1.0%**	1.2%	-3.9%	-7.0%	-1.8%	0.1%	-0.7%	3.5%	1.3%	-2.4%	3.4%	-2.9%	-8.8%
Room-nights Sold (RNS)	**121,083**	193	186	194	221	2,490	12,501	42,947	46,388	12,525	2,918	336	184
% Change	**2.4%**	-6.3%	-37.6%	-52.1%	-36.7%	-8.0%	-3.7%	7.4%	3.0%	-6.0%	42.8%	-31.1%	-56.3%
Tourist Home/B&B													
Occupancy Rate	**32.9%**	3.7%	7.4%	5.9%	8.7%	20.4%	35.0%	58.4%	65.2%	43.7%	21.9%	7.9%	5.3%
% Point Change	**3.0%**	0.9%	2.6%	1.2%	2.8%	6.1%	5.6%	4.7%	3.2%	3.1%	2.4%	1.5%	0.2%
Room-nights Sold (RNS)	**39,613**	190	369	330	519	2,335	5,109	9,774	10,972	6,651	2,575	478	311
% Change	**7.8%**	29.3%	51.9%	14.2%	42.2%	22.5%	11.7%	4.0%	1.6%	3.9%	23.9%	54.7%	24.9%
Other													
Occupancy Rate	**16.9%**	13.2%	17.9%	12.9%	26.7%	1.5%	2.3%	29.1%	47.5%	2.9%	0.7%	23.3%	16.7%
% Point Change	**-12.0%**	-4.3%	-24.4%	-9.1%	5.6%	-22.8%	-18.2%	-26.9%	3.7%	-11.5%	-22.6%	8.6%	-0.5%
Room-nights Sold (RNS)	**1,088**	53	65	52	104	8	19	276	470	24	5	7	5
% Change	**-41.6%**	-18.5%	-54.2%	-36.6%	36.8%	-91.8%	-89.7%	-43.4%	15.2%	-78.6%	-94.3%	-86.8%	-92.8%

Prince Edward Island
TOURISM INDICATORS

Occupancy - Campground

December 2014

% Change 2013/2014		1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
Campground	**YTD**	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total Operations Open		~	~	~	1	24	44	45	47	42	11	~	~
% Change		~	~	~	0.0%	-14.3%	0.0%	2.3%	6.8%	-2.3%	22.2%	~	~
Total Site-nights Available	**647,379**	~	~	~	126	29,250	129,854	179,016	172,944	113,657	22,532	~	~
% Change	**4.7%**	~	~	~	-90.0%	-22.7%	-7.0%	9.6%	6.6%	6.3%	233.2%	~	~
Total Site-nights Sold (SNS)	**266,218**	~	~	~	0	8,157	40,045	97,864	91,790	26,710	1,652	~	~
% Change	**8.4%**	~	~	~	0.0%	-5.5%	-1.1%	8.9%	11.2%	15.7%	63.9%	~	~
Occupancy Rate	**41.1%**	~	~	~	0.0%	27.9%	30.8%	54.7%	53.1%	23.5%	7.3%	~	~
% Point Change	**1.4%**	~	~	~	0.0%	5.1%	1.9%	-0.4%	2.2%	1.9%	-7.6%	~	~
North Cape Coastal Drive													
Occupancy Rate	**24.8%**	~	~	~	~	1.0%	13.4%	37.3%	35.2%	7.5%	69.1%	~	~
% Point Change	**0.3%**	~	~	~	~	-1.1%	2.4%	2.0%	-0.6%	-2.8%	-2.3%	~	~
Site-nights Sold (SNS)	**17,210**	~	~	~	~	27	1,631	7,256	7,026	1,120	150	~	~
% Point change	**3.0%**	~	~	~	~	-49.1%	1.5%	7.4%	2.7%	-14.1%	-3.2%	~	~
Green Gables Shore													
Occupancy Rate	**45.4%**	~	~	~	0.0%	32.7%	35.7%	60.6%	56.1%	27.4%	3.4%	~	~
% Point Change	**-0.6%**	~	~	~	0.0%	4.6%	0.7%	-1.7%	1.0%	0.8%	-19.7%	~	~
Site-nights Sold (SNS)	**191,807**	~	~	~	0	5,014	31,458	70,032	65,576	19,173	554	~	~
% Point change	**4.6%**	~	~	~	0.0%	-1.1%	-4.7%	3.3%	10.6%	9.1%	-7.2%	~	~
Red Sands													
Occupancy Rate	**27.9%**	~	~	~	~	73.8%	12.6%	32.9%	32.0%	16.6%	6.6%	~	~
% Point Change	**6.0%**	~	~	~	~	44.1%	-14.2%	4.7%	8.6%	4.7%	4.0%	~	~
Site-nights Sold (SNS)	**4,535**	~	~	~	~	1,169	374	1,215	1,200	492	85	~	~
% Point change	**27.1%**	~	~	~	~	148.7%	-53.1%	15.6%	37.6%	43.4%	136.1%	~	~
Charlottetown													
Occupancy Rate	**47.6%**	~	~	~	~	39.2%	41.1%	68.4%	65.5%	29.8%	18.5%	~	~
% Point Change	**14.7%**	~	~	~	~	8.8%	14.9%	19.1%	13.7%	17.6%	10.0%	~	~
Site-nights Sold (SNS)	**21,587**	~	~	~	~	1,780	3,723	6,510	6,237	2,585	752	~	~
% Point Change	**35.0%**	~	~	~	~	-35.7%	56.1%	40.5%	28.1%	132.7%	241.8%	~	~
Points East													
Occupancy Rate	**33.0%**	~	~	~	~	3.3%	16.3%	41.6%	51.4%	19.6%	12.6%	~	~
% Point Change	**2.8%**	~	~	~	~	-0.8%	2.1%	-1.4%	3.8%	2.4%	**	~	~
Site-nights Sold (SNS)	**31,079**	~	~	~	~	167	2,859	12,851	11,751	3,340	111	~	~
% Point change	**19.4%**	~	~	~	~	-37.9%	6.5%	33.0%	10.1%	21.2%	**	~	~

Prince Edward Island
TOURISM INDICATORS

Visitor Origins

December 2014

	YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL OVERNIGHT STAYS (ONS)	**842,089**	15,350	19,567	17,697	20,658	44,219	104,497	221,350	230,370	95,432	36,996	21,461	14,492
% Change	**5.9%**	-5.9%	6.1%	4.9%	15.0%	5.4%	3.5%	6.0%	6.1%	6.1%	7.8%	10.8%	8.2%
ORIGIN BREAKDOWN	***100%***		***100%***			***100%***			***100%***			***100%***	
Canada	**87.7%**	95.2%	95.1%	95.4%	93.7%	91.8%	87.4%	88.2%	86.8%	80.6%	86.6%	90.3%	90.1%
United States	**7.7%**	2.8%	2.3%	2.5%	3.5%	5.1%	7.3%	8.0%	9.0%	11.2%	7.3%	2.3%	3.5%
International	**4.6%**	2.0%	2.6%	2.0%	2.8%	3.1%	5.3%	3.7%	4.2%	8.2%	6.1%	7.4%	6.4%
% Change 2013/2014													
CANADA ONS*	**5.2%**	-5.6%	6.1%	5.2%	15.2%	8.8%	1.5%	6.2%	5.4%	3.4%	9.2%	7.8%	2.6%
Fixed Roof - RNS*	**3.6%**	-5.6%	6.1%	5.2%	15.2%	12.4%	3.2%	4.0%	1.4%	-2.9%	7.1%	7.8%	2.6%
Campground - SNS*	**8.5%**	~	~	~	~	-3.7%	-0.7%	8.6%	10.9%	18.7%	75.2%	~	~
Alberta ONS*	**7.9%**	-3.5%	68.0%	45.2%	32.4%	-38.9%	9.1%	4.3%	15.4%	11.4%	25.0%	15.8%	-10.3%
Fixed Roof - RNS*	**8.9%**	-3.5%	68.0%	45.2%	32.4%	-40.6%	13.5%	0.8%	16.7%	21.0%	25.8%	15.8%	-10.3%
Campground - SNS*	**2.2%**	~	~	~	~	-11.9%	-8.7%	18.6%	9.9%	-39.0%	4.8%	~	~
British Columbia ONS*	**5.4%**	86.0%	55.8%	67.6%	6.3%	1.5%	13.3%	-9.3%	-3.4%	22.2%	17.6%	-15.6%	-15.0%
Fixed Roof - RNS*	**6.4%**	86.0%	55.8%	67.6%	6.3%	3.5%	11.8%	-11.5%	-4.2%	27.1%	19.3%	-15.6%	-15.0%
Campground - SNS*	**0.0%**	~	~	~	~	-30.4%	20.9%	-3.0%	-0.1%	-4.0%	-14.3%	~	~
Manitoba ONS*	**23.4%**	-16.7%	-47.8%	-52.5%	208.2%	267.0%	-12.7%	23.7%	-8.8%	19.1%	90.0%	104.3%	-12.8%
Fixed Roof - RNS*	**26.3%**	-16.7%	-47.8%	-52.5%	208.2%	284.7%	-19.4%	28.5%	-6.6%	20.0%	101.4%	104.3%	-12.8%
Campground - SNS*	**0.0%**	~	~	~	~	-6.3%	84.0%	-0.5%	-19.5%	13.4%	-85.7%	~	~
New Brunswick ONS*	**4.4%**	-12.9%	9.4%	9.1%	11.9%	16.4%	2.2%	9.3%	0.9%	-0.6%	1.6%	5.8%	-1.0%
Fixed Roof - RNS*	**2.0%**	-12.9%	9.4%	9.1%	11.9%	17.7%	-1.5%	0.3%	0.3%	-1.5%	-0.1%	5.8%	-1.0%
Campground - SNS*	**11.7%**	~	~	~	~	-3.1%	11.4%	22.3%	1.8%	4.9%	103.3%	~	~
Newfoundland ONS*	**2.3%**	-27.7%	4.6%	-2.6%	-4.0%	45.4%	0.1%	3.1%	0.3%	7.4%	24.5%	-38.2%	-10.4%
Fixed Roof - RNS*	**3.5%**	-27.7%	4.6%	-2.6%	-4.0%	46.2%	9.7%	4.6%	0.4%	4.0%	30.5%	-38.2%	-10.4%
Campground - SNS*	**-3.9%**	~	~	~	~	16.7%	-24.8%	-2.7%	-0.1%	26.3%	-1.9%	~	~
Nova Scotia ONS*	**5.1%**	14.9%	9.6%	11.2%	13.8%	17.9%	-7.0%	8.1%	5.6%	-4.3%	9.0%	1.2%	-4.6%
Fixed Roof - RNS*	**3.5%**	14.9%	9.6%	11.2%	13.8%	17.3%	-12.1%	4.9%	5.0%	-7.4%	8.7%	1.2%	-4.6%
Campground - SNS*	**10.8%**	~	~	~	~	28.5%	10.8%	13.2%	6.7%	18.3%	25.5%	-100.0%	~
Nunavut ONS*	**62.6%**	-100.0%	**	-100.0%	**	244.4%	-10.9%	237.5%	1.8%	235.3%	4.3%	-80.0%	-16.7%
Fixed Roof - RNS*	**47.9%**	-100.0%	**	-100.0%	**	244.4%	-29.7%	212.0%	-9.6%	235.3%	4.3%	-80.0%	-16.7%
Campground - SNS*	**450.0%**	~	~	~	~	0.0%	**	450.0%	150.0%	0.0%	0.0%	~	~
Northwest Territories ONS*	**43.6%**	-66.7%	-47.6%	162.5%	-100.0%	-40.0%	200.0%	40.7%	9.6%	105.7%	-31.0%	308.3%	266.7%
Fixed Roof - RNS*	**48.2%**	-66.7%	-47.6%	162.5%	-100.0%	-40.0%	200.0%	66.3%	5.3%	102.9%	-31.0%	308.3%	266.7%
Campground - SNS*	**-5.4%**	~	~	~	~	0.0%	0.0%	-28.1%	120.0%	**	0.0%	~	~
Ontario ONS*	**4.5%**	-19.4%	7.1%	-25.6%	27.2%	10.4%	14.7%	5.8%	-0.4%	2.0%	16.2%	21.7%	-4.1%
Fixed Roof - RNS*	**4.0%**	-19.4%	7.1%	-25.6%	27.2%	7.3%	17.3%	6.0%	-1.5%	-1.6%	15.1%	21.7%	-4.1%
Campground - SNS*	**7.3%**	~	~	~	~	111.4%	-0.4%	5.1%	3.9%	39.6%	353.3%	~	~
Prince Edward Island ONS*	**7.0%**	-12.8%	-4.8%	12.5%	23.8%	-0.6%	-1.6%	4.9%	18.3%	10.8%	-8.6%	12.7%	15.6%
Fixed Roof - RNS*	**2.2%**	-12.8%	-4.8%	12.5%	23.8%	11.7%	14.9%	3.6%	1.5%	-16.3%	-19.1%	12.7%	15.6%
Campground - SNS*	**9.1%**	~	~	~	~	-8.0%	-4.2%	5.0%	21.6%	21.1%	143.2%	~	~
Quebec ONS*	**-0.1%**	-7.7%	9.8%	15.1%	-17.9%	-21.6%	-0.2%	3.2%	-0.8%	-14.7%	22.0%	17.9%	15.6%
Fixed Roof - RNS*	**-1.4%**	-7.7%	9.8%	15.1%	-17.9%	-22.4%	-1.5%	3.1%	-2.1%	-17.8%	22.7%	17.9%	15.6%
Campground - SNS*	**2.5%**	~	~	~	~	-2.1%	4.0%	3.4%	1.0%	12.1%	-33.3%	~	~
Saskatchewan ONS*	**18.2%**	-42.6%	-67.1%	-46.7%	-28.0%	190.1%	24.2%	3.1%	2.1%	0.8%	69.3%	196.8%	6.3%
Fixed Roof - RNS*	**22.7%**	-42.6%	-67.1%	-46.7%	-28.0%	224.2%	27.0%	11.3%	7.4%	-4.7%	66.8%	196.8%	6.3%
Campground - SNS*	**-7.8%**	~	~	~	~	-8.8%	11.0%	-25.0%	-22.0%	54.3%	900.0%	~	~
Yukon ONS*	**81.0%**	400.0%	80.0%	-85.7%	83.3%	7.7%	52.0%	144.4%	-7.4%	133.3%	766.7%	33.3%	0.0%
Fixed Roof - RNS*	**102.4%**	400.0%	80.0%	-85.7%	83.3%	7.7%	75.4%	155.6%	13.6%	159.3%	758.3%	33.3%	0.0%
Campground - SNS*	**-38.6%**	~	~	~	~	0.0%	-100.0%	100.0%	-63.6%	-100.0%	**	~	~

Prince Edward Island
TOURISM INDICATORS

Visitor Origins

December 2014

		YTD	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
UNITED STATES	ONS*	**0.0%**	-18.7%	-22.8%	14.3%	-7.6%	-19.6%	-6.7%	-0.8%	11.7%	-2.4%	-11.6%	-22.3%	22.0%
Fixed Roof - RNS*		**-0.4%**	-18.7%	-22.8%	14.3%	-7.6%	-15.0%	-3.4%	-2.0%	11.5%	-3.9%	-12.1%	-22.3%	22.0%
Campground - SNS*		**2.1%**	~	~	~	~	-57.1%	-20.6%	3.2%	12.3%	6.3%	0.0%	~	~
New England	ONS*	**0.1%**	14.4%	18.4%	16.8%	-9.3%	0.8%	-16.7%	-0.1%	5.2%	1.2%	-4.9%	-9.5%	36.8%
Fixed Roof - RNS*		**-1.0%**	14.4%	18.4%	16.8%	-9.3%	2.6%	-20.3%	-2.3%	3.9%	4.5%	-3.2%	-9.5%	36.8%
Campground - SNS*		**5.0%**	~	~	~	~	-37.0%	6.2%	8.6%	9.4%	-18.4%	-54.5%	~	~
Mid-Atlantic	ONS*	**-4.7%**	-50.7%	-40.9%	-33.0%	29.8%	-9.2%	-5.2%	10.2%	-8.3%	-12.6%	-7.7%	-64.3%	34.8%
Fixed Roof - RNS*		**-4.7%**	-50.7%	-40.9%	-33.0%	29.8%	-9.2%	-3.1%	9.3%	-5.5%	-16.0%	-8.1%	-64.3%	34.8%
Campground - SNS*		**-4.7%**	~	~	~	~	-8.7%	-16.6%	14.5%	-21.5%	14.0%	20.0%	~	~
South	ONS*	**7.0%**	-32.4%	-64.9%	-14.7%	-23.2%	-31.6%	18.3%	-8.2%	43.1%	-4.5%	-20.9%	71.0%	153.8%
Fixed Roof - RNS*		**10.5%**	-32.4%	-64.9%	-14.7%	-23.2%	-21.4%	40.2%	-7.8%	50.6%	-7.8%	-24.0%	71.0%	153.8%
Campground - SNS*		**-4.2%**	~	~	~	~	-65.4%	-29.6%	-9.3%	21.3%	13.4%	48.6%	~	~
Midwest	ONS*	**-10.2%**	-22.5%	19.7%	31.9%	7.5%	-38.9%	-12.1%	-5.4%	-7.0%	-3.1%	-17.0%	-58.5%	-43.1%
Fixed Roof - RNS*		**-12.7%**	-22.5%	19.7%	31.9%	7.5%	-37.8%	-10.8%	-8.3%	-8.1%	-9.9%	-18.7%	-58.5%	-43.1%
Campground - SNS*		**4.2%**	~	~	~	~	-66.7%	-20.8%	7.1%	-3.0%	34.6%	35.3%	~	~
West	ONS*	**1.9%**	-17.8%	-5.3%	186.5%	-16.0%	-6.4%	-22.0%	5.5%	22.5%	6.2%	-2.7%	-41.6%	-56.1%
Fixed Roof - RNS*		**-0.8%**	-17.8%	-5.3%	186.5%	-16.0%	-4.3%	-18.6%	2.7%	10.2%	6.9%	-0.4%	-41.6%	-56.1%
Campground - SNS*		**17.3%**	~	~	~	~	-45.5%	-37.6%	17.1%	66.7%	2.8%	-56.5%	~	~
INTERNATIONAL	ONS*	**38.8%**	-1.3%	54.3%	-13.8%	49.4%	-18.5%	69.3%	28.3%	18.9%	69.0%	40.8%	111.6%	274.6%
Fixed Roof - RNS*		**39.4%**	-1.3%	54.3%	-13.8%	49.4%	-19.3%	76.1%	23.3%	16.9%	75.9%	42.3%	111.6%	274.6%
Campground - SNS*		**33.9%**	~	~	~	~	8.9%	22.6%	59.9%	30.1%	12.8%	-29.4%	~	~
Australia	ONS*	**6.4%**	**	650.0%	-45.5%	46.4%	1.1%	8.8%	21.2%	1.5%	-5.6%	-5.4%	115.4%	-72.0%
Fixed Roof - RNS*		**6.1%**	**	650.0%	-45.5%	46.4%	-6.7%	1.9%	34.3%	-4.8%	-2.9%	-7.3%	115.4%	-72.0%
Campground - SNS*		**8.9%**	~	~	~	~	**	145.5%	-28.8%	51.7%	-25.5%	28.6%	~	~
China	ONS*	**206.2%**	381.0%	481.0%	650.0%	-27.5%	-35.0%	-33.8%	180.0%	279.9%	513.6%	5.5%	934.6%	1484.2%
Fixed Roof - RNS*		**206.8%**	381.0%	481.0%	650.0%	-27.5%	-35.0%	-33.5%	180.3%	281.9%	513.6%	5.5%	934.6%	1484.2%
Campground - SNS*		**-33.3%**	~	~	~	~	0.0%	-100.0%	100.0%	-100.0%	0.0%	0.0%	~	~
England	ONS*	**21.9%**	-92.9%	-11.8%	57.9%	46.2%	71.1%	-23.0%	16.0%	36.4%	41.3%	58.8%	-77.8%	**
Fixed Roof - RNS*		**27.8%**	-92.9%	-11.8%	57.9%	46.2%	79.1%	-18.7%	15.8%	49.7%	49.3%	58.8%	-77.8%	**
Campground - SNS*		**-56.5%**	~	~	~	~	-100.0%	-68.2%	22.2%	-67.5%	-52.6%	0.0%	~	~
France	ONS*	**-4.7%**	150.0%	**	-80.0%	966.7%	-29.8%	-26.6%	-12.7%	-8.3%	17.3%	-6.1%	200.0%	0.0%
Fixed Roof - RNS*		**-2.4%**	150.0%	**	-80.0%	966.7%	-22.0%	-27.1%	-12.1%	-7.4%	18.2%	-9.1%	200.0%	0.0%
Campground - SNS*		**-16.5%**	~	~	~	~	-85.7%	-20.0%	-15.2%	-11.1%	0.0%	**	~	~
Germany	ONS*	**42.2%**	-67.6%	-81.1%	-76.5%	57.1%	45.9%	15.0%	6.5%	49.7%	81.8%	233.6%	104.5%	14.7%
Fixed Roof - RNS*		**46.1%**	-67.6%	-81.1%	-76.5%	57.1%	37.7%	-6.8%	6.6%	60.6%	103.7%	274.5%	104.5%	14.7%
Campground - SNS*		**25.7%**	~	~	~	~	123.1%	105.4%	6.3%	17.1%	2.7%	-64.3%	~	~
Ireland	ONS*	**-10.8%**	14.3%	-100.0%	-57.1%	**	7.1%	-26.7%	-37.8%	181.3%	-40.9%	-71.4%	**	0.0%
Fixed Roof - RNS*		**-10.7%**	14.3%	-100.0%	-57.1%	**	7.1%	-23.8%	-39.2%	181.3%	-45.5%	-71.4%	**	0.0%
Campground - SNS*		**-16.7%**	~	~	~	~	0.0%	-66.7%	0.0%	0.0%	**	0.0%	~	~
Japan	ONS*	**123.1%**	20.0%	733.3%	-83.3%	28.1%	-40.4%	347.0%	126.3%	7.4%	190.7%	29.2%	3578.6%	229.5%
Fixed Roof - RNS*		**122.6%**	20.0%	733.3%	-83.3%	28.1%	-40.4%	346.3%	122.8%	7.1%	192.3%	29.2%	3578.6%	229.5%
Campground - SNS*		**460.0%**	~	~	~	~	0.0%	**	**	150.0%	-100.0%	0.0%	~	~
Netherlands	ONS*	**53.3%**	-100.0%	**	-100.0%	-75.0%	-6.8%	19.6%	-19.8%	63.0%	235.3%	150.0%	625.0%	150.0%
Fixed Roof - RNS*		**65.8%**	-100.0%	**	-100.0%	-75.0%	-9.5%	120.0%	-27.3%	84.8%	239.0%	145.0%	625.0%	150.0%
Campground - SNS*		**13.1%**	~	~	~	~	50.0%	-76.9%	7.4%	20.6%	220.0%	**	~	~
Scotland	ONS*	**-9.3%**	0.0%	-100.0%	0.0%	300.0%	-50.0%	-51.6%	-55.4%	11.4%	71.4%	40.0%	**	0.0%
Fixed Roof - RNS*		**-10.6%**	0.0%	-100.0%	0.0%	300.0%	-50.0%	-53.3%	-58.7%	11.4%	67.9%	40.0%	**	0.0%
Campground - SNS*		**66.7%**	~	~	~	~	0.0%	0.0%	50.0%	0.0%	**	0.0%	~	~
Switzerland	ONS*	**-21.7%**	-100.0%	0.0%	66.7%	-75.0%	-62.5%	-9.2%	-25.4%	12.9%	-26.5%	-60.2%	-75.0%	-100.0%
Fixed Roof - RNS*		**-16.5%**	-100.0%	0.0%	66.7%	-75.0%	-68.0%	31.8%	-19.3%	23.0%	-20.4%	-58.7%	-75.0%	-100.0%
Campground - SNS*		**-30.6%**	~	~	~	~	-42.9%	-51.2%	-32.6%	-1.4%	-40.4%	-75.0%	~	~
Others	ONS*	**14.4%**	-25.8%	13.2%	5.2%	71.6%	-21.0%	26.2%	20.5%	5.9%	16.7%	40.7%	-8.1%	369.0%
Fixed Roof - RNS*		**8.7%**	-25.8%	13.2%	5.2%	71.6%	-20.1%	27.9%	5.8%	-0.9%	14.6%	40.9%	-8.1%	369.0%
Campground - SNS*		**60.1%**	~	~	~	~	-64.3%	17.6%	127.9%	44.0%	33.2%	20.0%	~	~

Prince Edward Island
TOURISM INDICATORS

Definitions

TOURISM INDICATORS

Bridge Traffic - Source: Strait Crossing Bridge Limited. Data is the percentage change of the counts of non-commercial/non-resident vehicles leaving PEI at Confederation Bridge against the same period of last year.

Air Traffic - Source: Charlottetown Airport Authority. Data is the percentage change of the number of air passengers enplaning and deplaning at the Charlottetown Airport against the same period of last year.

Ferry Traffic - Source: Northumberland Ferries Limited. Data is the percentage change of the counts of vehicles leaving PEI via the Wood Island Ferry against the same period of last year.

Cruise Ships - Source: Charlottetown Harbour Authority Inc. Data is the percentage change of the total number of passengers and crew on the cruise ships that visit the Historic Charlottetown Seaport against the same period of last year.

Motorcoach - Source: Tourism PEI. Motorcoach is the short form of "motorcoach tour", which is defined as group tours that are transported via large and well-powered bus to their destinations, itinerary activities, and back. Data is the percentage change of the total number of room-nights sold to motorcoach passengers against the same period of last year. *Note: Motorcoach data is not available by origin.*

Tourism PEI Website - Source: Tourism PEI. Data is the percentage change of the total number of visits to www.tourismpei.com against the same period of last year.

Call Centre - Source: Tourism PEI. Data is the percentage change of the total number of Tourism PEI call centre inquiries during business hours against the same period of last year.

Mail Out Kits - Source: Tourism PEI. Data is the percentage change of the total number of packages/kits mailed out by Tourism PEI against the same period of last year.

Visitor Information Centres - Source: Tourism PEI. Data is the percentage change of the counts of parties counselled at each Visitor Information Centre against the same period of last year.

Golf PEI - Source: Golf PEI. Data is the percentage change of the total rounds played at all 18-hole and 9-hole courses against the same period of last year. Non-member rounds are reported.

National Parks - Source: Parks Canada. PEI National Park data is the percentage change of the number of person-visits [(1)] made to the national park. Province House and Green Gables data is the percentage change of the number of visitors to each historic site. PEI National Park campground data is the percentage change of the number of site-nights sold.

[(1)] Person-visits: Each time a person enters the land or marine part of a reporting unit (i.e. national park or national historic site) for recreational, educational or cultural purposes during business hours. Through, local and commercial traffic are excluded. Same day re-entries and re-entries by visitors staying overnight in the reporting unit do not constitute new person-visits.

Provincial Parks - Source: Tourism PEI. Data is the percentage change of the total number of site-nights sold at all provincial campgrounds against the same period of last year.

Historic Sites - Source: PEI Museum. Data is the percentage change of the total number of visitors to each historic site against the same period of last year.

OCCUPANCY

Room-nights Sold (RNS) - The number of room-nights sold in each month. This number is calculated based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures. All RNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (RNS*).

Site-nights Sold (SNS) - The number of site-nights sold in each month. This number is calculated based on reports submitted by all licensed campground operations in PEI and includes motorcoach figures. All SNS breakdown by province, state or country in the visitor origin section does not include motorcoach figures and is indicated by an asterick (SNS*).

Occupancy Rate - The percentage of room-nights that are occupied (sold) out of all room-nights available in the province. This rate is based on reports submitted by all licensed fixed-roof accommodations (i.e. hotels, cottages, B&Bs, etc.) in PEI and includes motorcoach figures.

VISITOR ORIGINS

Overnight Stays (ONS) - The number of room-nights and site-nights sold (combined) in each month. This number is calculated based on reports submitted by all licensed fixed-roof and campground operations in PEI and includes motorcoach figures. All ONS breakdown by province, state or country does not include motorcoach figures and is indicated by an asterick (ONS*).

Visitor Origins - The percentage change of the number of overnight stays at either fixed-roof accommodation or campground by visitors from each region against the same period of last year. The breakdown of fixed-roof accommodation and campground are also reported.

Origin Breakdown - These percentages do not include motorcoach figures.

Current Operator Compliance Rate: 100.00%

All data subject to ongoing revisions from the various sources of data

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Compiled by Tourism PEI - Strategy, Evaluation & Industry Investment Division